

# AGENDA

# HLA Executive Committee

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Location: **Red Lion Hotel**  
**1929 Fourth Street**  
**Eureka, CA**

Time: **Wednesday, September 14, 2016**  
**12:00 noon to 2:00 pm**

Members of the public may address the HLA Executive Committee on any agenda item. Non-agenda items may be addressed during the public comment period; speakers are limited to three minutes.

- I. CALL TO ORDER & ROLL CALL
- II. MEETING MINUTES\* Approve/comment on minutes of August meeting.
- III. AGENDA APPROVAL Approve/modify the following agenda
- IV. ACTION ITEMS
  1. **Misfit Agency Report\***

Matt Kolbert and Cameron Tyler from the Misfit Agency will provide a 2016 campaign update, including the latest creative elements and implementation of the campaign additions approved by the HLA board.  
Recommended Action: Receive presentation, ask questions and provide direction to agency personnel.
  2. **TBID Renewal**

Following the Humboldt County Tourism Business Improvement District renewal launch phone conference with Civitas, a number of additional questions and decisions need to be addressed by the Executive Committee. Chris Ambrosini will lead the discussion. Recommended Action: review the TBID renewal process and make decisions as appropriate; direct staff accordingly.
  3. **Review August Financial Statement\***

Recommended action: Receive report on August finances including Community Tourism fund activities, and direct staff accordingly.
  4. **Ongoing Projects & Old Business**
- V. DIRECTOR ANNOUNCEMENTS
- VI. PUBLIC COMMENT PERIOD
- VII. MEETING ADJOURNS

